

## **ABSTRACT OF THE DISCLOSURE**

Methods and apparatus of the present invention collect data associated with a consumer through generation of a consumer feedback communication via a wide area network. A business to which the consumer feedback communication is directed is identified in response to input from a consumer via the wide area network. Feedback data relating to the business is obtained from the consumer via the wide area network. At least a portion of the consumer feedback communication is automatically generated using the feedback data. Data associated with the consumer is then collected from the obtained feedback data.